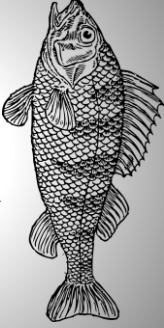







A Matter of SCALE

- National Media
- Regional Media
- **Local Media**






Public Relations
and
Communications
for Indiana
Prosecutors

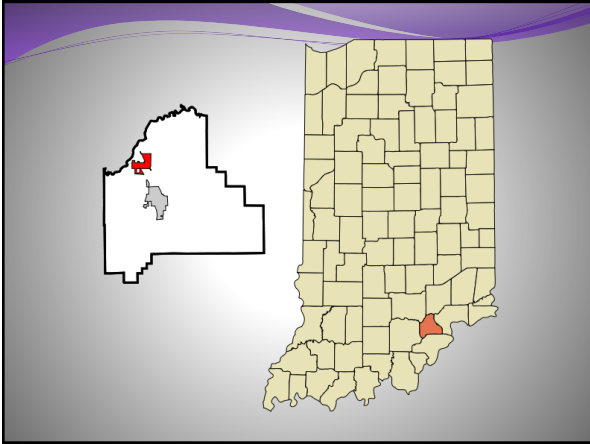


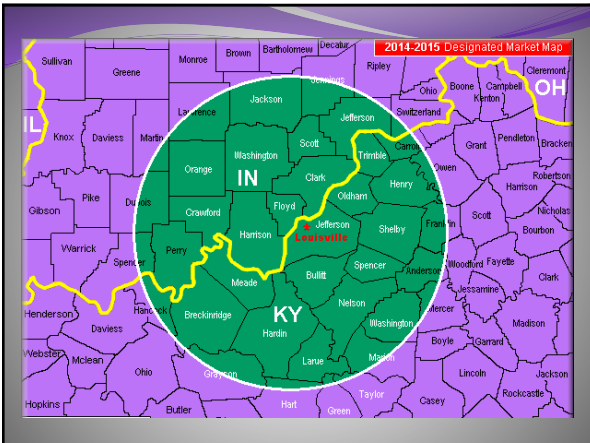
Indiana Prosecuting Attorneys Council

Don't Take the BAIT!



PR and Communications





Scott County, IN
Pop. 23,500

Clark County, IN
Pop. 110,000

Floyd County, IN
Pop. 76,000

Jefferson County, KY
Pop. 757,000

NEWSRADIO
840
WHAS

WHAS 11 abc

The Courier-Journal
A GANNETT COMPANY

WFPL
NEWS
89.3

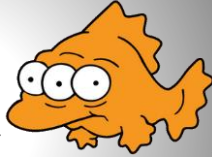
WDRB
NEWS

WLKY 32

WAVE 3
NEWS

Regional Media Won't BITE

- DISTANCE
 - 30 miles from Louisville.
- VOLUME
 - With a smaller population, fewer sensational things happen.
- INTEREST
 - Over ½ the pop. in my market doesn't live in my state.
 - No one in the large counties even know where my county is.
 - The smaller you are the more sensational the news must be in order to draw regional interest.



Luring Regional Media

- Maintain an email list.
 - Not only the news desks, but the REPORTERS THEMSELVES
- Send Press Releases selectively.
 - Major Sentencings
 - Particularly if there was interest at arrest
 - Large positive Public Events
 - New hires
- If one outlet asks for an interview, consider notifying them all.



WAVE 3 NEWS STAFF

Shannon Cogan Anchor, WAVE 3 News at 5, 6, and 11 p.m. Facebook Twitter Email MORE	Scott Reynolds Anchor, WAVE 3 News at 5, 6, and 11 p.m. Email Facebook Twitter MORE	Julian Hiner Reporter/Editor MORE	Katie Bauer WAVE 3 News Reporter Email Facebook Twitter MORE	Gordon Boyd Reporter/Saturday/Sunday Anchor Email Facebook Twitter MORE
Deanne Gee Anchor, WAVE 3 News at 5:30 and 7:30 p.m., West, West Country Facebook Twitter Email MORE	John Boel Senior News Anchor Email Facebook Twitter MORE	Natalie Martinez WAVE 3 News Reporter Email Facebook Twitter MORE	Kerry Cunningham Reporter Email Facebook Twitter MORE	Charmee Yoo Reporter, WAVE 3 News, 10:30p Email Facebook Twitter MORE
Lauren Jones Senior News Anchor Twitter Email Facebook MORE	Connie Leonard Anchor, WAVE 3 News at 7 a.m., Reporter, WAVE 3 News Email Facebook Twitter MORE	Kyle Vancore General Assignment Reporter Email Facebook Twitter MORE	William Joy WAVE 3 News Reporter Email Facebook Twitter MORE	
Eric Fleck WAVE 3 Troubadour Facebook Twitter MORE	Maria Anvari Reporter/WAVE 3 News Weekend Anchor Email Facebook Twitter MORE			

Regional Media

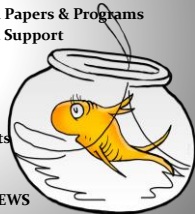
- Notify Media a day or two in advance if possible.
- Only notify them if you expect a POSITIVE result.
- They will only come when you've caught the BIG ONE.





Local Media - Big Fish / Small Pond

- Identify your local outlets
 - Local Newspapers
 - Local Radio
 - Community Access Channel
 - Club & Organizational Newsletters / School Papers & Programs
 - Public Outreach Messages / Organizational Support
 - Kiwanis / Lions / Pilot Club / Rotary, etc.
 - E-mail Lists
 - Chamber of Commerce
 - Organizational Lists (LCC,
 - Law Enforcement/School Employee Lists
 - Social Media / Facebook Groups
 - Local news is interested in YOU
 - Always looking for CONTENT and GOOD NEWS









Plan for Outreach-Throw a WIDE NET

- February - Marijuana Awareness Month
- April - Child Abuse Awareness, Sexual Assault Awareness, Alcohol Awareness, & Distracted Driving Awareness Month, and Crime Victim Awareness Week
- May - National Military Appreciation & Water Safety Month
- June - National Safety Month & World Elder Abuse Day
- August - National Child Support Awareness Month
- September - National Recovery Month
- October - Domestic Violence Awareness Month
- December - Drunk and Drugged Driving Prevention Month



A 10th scholarship to further his education was recently awarded to Will Stone, a Scottsburg High School graduate who maintained perfect attendance in Scott District 2 schools during his educational career. The scholarship was presented to Will, center, by Scott County Prosecutor James Munro, at left, Scottsburg Principal Mary Hester is at right.

Quanta Curry, owner of the Scottsburg House Council presented a program to the Scottsburg Kiwanis Club on healthy living. Shown in the photo with Quanta is Kiwanis member, John Martin.

Pictured above are Brad Hester, Judy Green, Debra Green, Walter Lee Green and Susan Cary. Hester, Green and Green are Lee Green, as they gathered together for a 10th generation family picture.

Now it's even easier to get your hands on a John Deere with low financing.

The Scottsburg Elementary School student council recently celebrated their fifth year as an honor council by traveling to the Scott County Courthouse and visiting with prosecuting attorney James Munro, Judge Donald and Sheriff Lantry.

Scott County Farmers' Market is currently offering fresh baked goods!

The market is located at the Scott County Fairgrounds on State Highway 11 South. There are certified breads, pies, soups, dips and more available. Other fresh vegetables, fruit, baked goods and more will be available in the next few weeks. The market will run throughout the summer on Tuesdays, Thursdays and Saturdays from 7 a.m. to 1 p.m. The event is sponsored by the Scott County Farmers' Market.

Payton's Charity Ride set for June 20

The second annual Payton's Charity Ride is a Memorial Ride for Payton Ward will be held June 20.

The ride will begin at Schuler's Family Restaurant on State Road 11 at 8:00 a.m. Registration will begin at 7:30 a.m. The ride starts at 8:00 a.m.

The ride will be 100 miles. For more information, call 1-812-306-7575, 1-812-294-4000 or 302-475-6672.

Cost is \$20 per bike. All proceeds will go to help pay for the funeral expenses of Payton Ward, who passed away on March 11.

Lunch prices will be around \$10.00. Donor plates and 50/50 raffles will also be held. Food and beverages will follow the ride. In case of inclement weather, the ride will be postponed.

THIS FATHER'S DAY, GET DAD: STIHL TOOLS. NOT TIES.

Presented by Keith Munro, Scottsburg Elementary Student Council president, receiving the grant from Dave Lally, state representative and advisor for 12 years of outstanding service.

Scottsburg Plate & Window Glass Co.
Glass & Glazing Contractor



BNL/MGNC0614



GIVEAWAY

Wed, 16 Jan 2012
 Circulation 17,563
 Wednesday, April 27, 2014
www.giveaway.com

FIRST ANNUAL

CHILI COOLOFF

SEPTEMBER 16, 2014

5 PM

1000+ tickets on sale
 1000+ tickets on sale
 1000+ tickets on sale

Scout Valley Nursing & Rehab

50% ENTRY FEE

Sell 1000+ tickets for your event and receive 50% off the entry fee. The entry fee is \$10.00. The entry fee is \$10.00. The entry fee is \$10.00.

Scout Valley Nursing & Rehab
 1000+ tickets on sale
 1000+ tickets on sale
 1000+ tickets on sale

Scottsburg's First High School Football Game Ends with History Making Victory 12-0 Against Switzerland County

Home

MEDI-CAB

MEDICAL

TRANSPORTATION

800-243-6663
 800-243-6663
 800-243-6663

Home Cab
 800-243-6663
 800-243-6663
 800-243-6663

A-Cab

812-742-2222

Nirtet is to be dedicated to retired SHS Coach Barclay...
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Free KidsFest!

Scout Valley

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Scout Valley
 Scout Valley
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Put your Children to Good Use!

A group of six people, including five young adults and one man in a suit, standing in front of a large, stylized '20' backdrop. The group consists of a young woman in a grey t-shirt, a young man in a blue t-shirt, a man in a dark suit and striped tie, a young woman in a grey t-shirt, a young woman in a pink patterned top, and a young woman in a dark jacket. They are all smiling and standing in a line. The background is a large, stylized '20' with a blue and white color scheme.

**Sometimes you catch
the BIG ONE,
Sometimes the BIG ONE
catches you!**

A cartoon illustration of a smiling shark, likely from the movie Jaws, swimming towards the viewer. The shark is light blue with a white underbelly and has a wide, toothy grin showing sharp teeth. It is positioned in the lower right quadrant of the slide.

